

**THINK RETAIL THINK VERDICT**

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# **Retailing in Hungary 2008**

**Soaring inflation and the austerity  
programme squeeze retail expenditure**

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# About Verdict Research

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## Authorative analysis...

Verdict's analysts and consultants work closely with retailers, suppliers, consultancies, investment banks and property companies to identify the key issues, sector and company data and strategies driving the changing retail market.

Our research identifies how retailers can enhance product, store and brand performance as well as the factors that determine future retail success. Our specialist in-store auditing team continuously collects price and product data across locations, brands, fascias, ranges and retail sectors.

## Rigorous research methodology...

Our in-house retail expertise and rigorous research methodology ensure our reports provide complete and accurate analysis of the major players, issues and trends together with a detailed examination of the strategic implications for the retail market.

For key players in the retail industry, our reports are the first source of information on sector forecasts, retailer performance, store and product portfolio developments and trading strategy.

## Global, European and UK analysis across nine core sectors...

Verdict Research reports cover nine core sectors, five-year forecasts, strategic issues, key locations, How Britain Shops consumer surveys the main European retail markets and global retail reports. Also available are a daily news service, weekly newsletter and tailored consultancy portfolios to suit individual business information needs.

## Over 20 years of experience...

Verdict Research is the UK's leading authority on retailing and publishes unrivalled independent analysis of the retail industry. With over 20 years' experience, Verdict has close relationships with major UK retailers and access, at the highest level, to key executives working in the top 300 retailers to hear their first hand views. Verdict reports provide clients with a complete picture of the retail sector and unique forecasts to help UK retailers, manufacturers, service suppliers, city analysts, consultants and the media with strategic planning.

## A key source for independent analysis and comment...

Verdict Research is regarded as a key source by the BBC, ITV, Sky News and the UK's leading broadsheets including the FT, Times, The Independent and Daily Telegraph. Leading trade publications often refer to Verdict's opinion and research including Retail Week, Drapers, DIY Week, Cabinet Maker and The Grocer.

In addition Verdict regularly appears in the international media. News sources quoting Verdict analysts and data include CNN, the International Herald Tribune, The Australian, Los Angeles Times, and New York Times.



**"Verdict are the company of choice for any research analysis and insight into retailing"**

**Sir Stuart Rose**  
Chief Executive of Marks & Spencer

# Retailing in Hungary 2008

## Soaring inflation and the austerity programme squeeze retail expenditure

Consolidation and concentration processes in Hungarian retailing are continuing with modern retailers growing strongly in the country. Hypermarkets account for roughly a quarter of sales in Hungary, and recently discounters have seen the strongest growth rates and market share gains, due to hard discounters making their presence felt and taking share from all other outlets but mainly smaller scale independents. Supermarkets are also suffering from the twin impact of large hypermarket formats and the low price attraction of discounters.

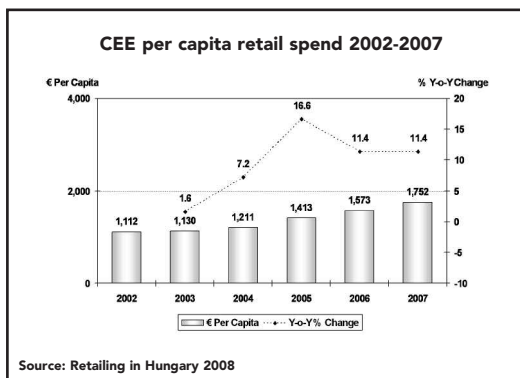
This new brief published by Verdict analyses the past 5 years of retail growth in Hungary. This report provides insightful retailer profiles it includes comprehensive 10 year market datasets and 5 year forecasts for executives at all levels to understand the challenges and opportunities, and to help devise the strategies necessary to be a retail winner.

### Key retailers discussed

Tesco	Praktiker
CBA	bauMax
Co-op Hungary	Media Markt/Saturn
Reál Hungaria	Euronics
Spar	Electro World
H&M	ElectronicPartner
S Modell	kika
Burberry	IKEA
OBI	JYSK

## Assess the retail competitive landscape in Hungary and create strategies to exploit future growth in the retail market with this new brief...

Over the past 5 years per capita retail spend across CEE has grown by 57.6% to €1,752 in 2007 from €1,112 in 2002...



"...slightly ahead of the pace of overall retail, as population figures in CEE declined over the same period. There is a sharp divide between EU15 countries and the newer member states and significant variation in this figure by country..."

- **Quantify key retail trends and accurately predict future opportunities** based on this report's company analysis detailing market share of leading retailers, demographics, channels of distribution, store numbers, selling space provision, sales densities and average store size in 5 key retail sectors.
- **Predict potential growth in the Hungarian retail market and identify the challenges facing key Hungarian retailers** with in-depth analysis of market drivers, key issues and market outlook using this report's growth forecasts for clothing and footwear, DIY, electricals, food and grocery and furniture in Hungary.
- **Develop more effective strategic responses** using this report's actionable recommendations for how retailers can cope with the changing Hungarian retail market.
- **Understand how difficult conditions, a tough retail climate and inflationary pressures is affecting retailers in Hungary to try new solutions** and how this is affecting the competitive dynamics of retailing in the country.

# Retailing in Hungary 2008

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## This report answers key questions including...

- What are the key issues affecting the retail market in Hungary?
- Who are the top players in the Hungarian market and how quickly are they consolidating their position?
- Where are the growth opportunities in the Hungarian market?
- Where are the major threats to Hungarian retailers coming from?

### Key Market Data

Market value and growth 2002-2007 for the retail sector in Hungary.

Market value and growth for 5 retail sectors.

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